

CLAIMS

1. A display unit, for use with a shopping carry basket, including a display panel for receiving and displaying an advertisement or other information or holding an electronic display or other tool, and a connection member, supporting the display panel and connectable to the carry basket, such that in use the display panel extends outwardly from the basket and is viewable from above while allowing a plurality of carry baskets to be nested.
2. A display unit according to claim 1 including a base member providing a base for the display of an advertisement or other information or other tool to be placed thereon and including a cover plate interfitting with the base member and encapsulating an advertisement with at least a portion of the cover plate being transparent for viewing of the advertisement.
3. A display unit according to claim 1 including clips or pouches to hold the information or to hold a tool such as a calculator or electronic store guide.
4. A display unit according to claim 1 wherein the connection member provides movement relative to the basket to provide multiple surfaces for holding or displaying information or tools.
5. A display unit according to claim 1 wherein the connection member is pivotally mountable on a basket to allow rotation of the display panel.
6. A display unit according to claim 1 including the connection member able to connect to an upper portion of a side wall of the carry basket.
7. A display unit according to claim 1 including a rim engaging portion for fitting over and engaging the rim of the carry basket to facilitate support of the display panel.
8. A display unit according to claim 7 wherein the rim engaging portion is sized and shaped to extend the length and partially around the corners of one side of a shopping carry

basket such that the interfitting with the entire side rim and the respective two corners of a basket provides a stable torsional support of the display panel on the basket.

9. A display unit according to claim 1 including a connection member having an extension head which extends along the side wall of the basket and attaches thereto to retain
5 the display unit in position.

10. A display unit according to claim 9 wherein the extension head includes protruding ears which interfit into openings of the side wall of the basket to provide a secure fitting of the display unit.

11. A display unit according to claim 1 including complementary advertisement display
10 units mounted at either end or side of the shopping carry basket to extend externally away from the opening and provide a balanced symmetrical look and feel to the carry basket while still allowing nesting of a plurality of carrying baskets on top of each other for storage.

12. A display unit for use with a shopping carry basket having at least one display panel and a connection member supporting the display panels and connectable to or integral with
15 the carry basket such that the display panel at least partially extends away from the top opening of the carry basket when in position, a display panel able to receive an advertisement or a shop direction aid for facilitating the user to locate the required product in the shop.

~~13. A display unit according to claim 12 including a shop direction aid with a printed location or aisle number directory map or an electronic display means.~~

20 14. A display unit according to claim 12 including a display panel able to provide details of a product or plurality of products such as in the form of advertisements or recipes and a second display panel having a shop direction aid for assisting the user to locate the products identified in the first display panel.

~~15. A display unit according to claim 12 including a first and second display panels allowing display of product details and directional aid.~~

Sub 16
16. A display unit including a display panel surrounded by a horse-shoe cross section rim having a length corresponding to the length of one side of a carry basket and a size of one 5 portion of the rim able to fit over the rim of the side of the carry basket and along a substantial part of its length.

17. A display unit according to claim 16 including a connection member formed by a substantially planar extension head extending from one outer side of the rim of the display unit and overfitting the rim of the basket so as to co-extend with the inner side of the basket 10 and be fixable thereto.

18. A display unit according to claim 16 including an extension head with ears which interfit with openings in the side wall of the basket to retain the display unit in position.

19. A display unit according to claim 16 including extensions of the rim sized and shaped to extend around and interfit with the corners of the rim of the carry basket when in position 15 so as to provide torsional strength.

20. A display unit according to claim 1 wherein the display unit is made integral with the carry basket.

21. A display unit according to claim 20 including the display units when mounted on or made integral with the carry basket extending in a plane parallel to the base of the carry 20 basket and co-extending with the open top of the carry basket.

22. A display unit according to claim 21 wherein the display panels extend outwardly to the plane of the sides of the basket at an acute angle to the top plane of the carry basket so that the display unit is facing upwards relative to the holder of the carry basket.

add a14